

## **Promotion Description**

### **Saves \$25 Reward #1397**

#### **Overview**

The Saves \$25 Reward promotion is scheduled to begin on 05/01/2007 and end on 6/30/2007. A \$25 Saves Closer Coupon would be available to existing residential customers who contact AT&T to disconnect service in attempt as an incentive to prevent the customer from disconnecting their local service. Customer must have 2-Pack or Preferred Pack feature package that was installed prior to October 17, 2005.

#### **Promotion Specifics**

Existing residential customers who contact AT&T and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with AT&T. Reward is limited to customers who have a 2 Pack Plan or Preferred Pack feature package.

#### **Promotion Restrictions/Eligibility Requirements**

1. Customer must retain 2 Pack or Preferred Pack feature package plan that was installed prior to October 17, 2005.
2. Customer must redeem within the specified time frame at [www.att.com.bellsouthrewards](http://www.att.com.bellsouthrewards).
3. Customer must be a 2 Pack or Preferred Pack package subscriber upon redemption in order to receive reward.
4. Offer valid from 5/1/2007 through 6/30/2007.
5. Offer valid in 9 states within the AT&T footprint.
6. Offer may be combined with cash back offers or other promotional offers on the same services, as offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.
7. If the customer cancels or discontinues their AT&T service prior to fulfillment, they will be ineligible to receive the reward.
8. AT&T reserves the right to discontinue or modify this promotion at any time following Commission notice.
9. Offer valid for only one (1) service line at the intended local service address.
10. Offer available only to customers calling in to disconnect their local service.
11. Customer must redeem at [www.att.com/bellsouthreward](http://www.att.com/bellsouthreward).
12. Service must be active on customer's account at time of redemption.
13. Offer available to existing AT&T residential customers who contact AT&T to disconnect their existing local service.